

Message Text

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62

ACTION AGR-10

INFO OCT-01 EUR-12 ISO-00 EB-07 COME-00 STR-04 TRSE-00

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R 091530Z JAN 76

FM AMEMBASSY BERLIN

TO SECSTATE WASHDC 1890

UNCLAS BERLIN 5027

E.O. 11652: NA

TAGS: EAGR, GE, BEXP

SUBJECT: ADDITIONAL COUNTRIES FOR SUNKIST MARKET DEVELOPMENT

REF: STATE 706

1. THE EMBASSY VIEWS INCREASED MARKET DEVELOPMENT ACTIVITY IN THE GDR FOR FRESH CITRUS FRUIT BY SUNKIST GROWERS AS POTENTIALLY USEFUL. AS THE DEPARTMENT MAY BE AWARE, THE GDR IMPORTS FRESH CITRUS FRUITS FROM WESTERN SOURCES, INCLUDING SUNKIST, AND SUNKIST GROWERS ARE FREQUENT EXHIBITORS AT THE LEIPZIG FAIR THROUGH EUROPEAN AGENTS.

2. THE FREQUENT AVAILABILITY OF FRESH CITRUS FRUIT AND TROPICAL PRODUCTS HERE IS PART OF A GENERAL PICUTRE OF REGIME EFFORTS TO MAINTAIN THE LIVING STANDARD AT A VAGUELY WESTERN LEVEL. BUT THE REGIME'S DECISION ON HOW MUCH FRESH CITRUS TO IMPORT IS BASED ON THE AVAILABILITY OF HARD CURRENCY AND IMPORT PRIORITIES, AND OBVIOUSLY NOT ON THE POPULATION'S PREFERENCES. THEREFORE MARKET DEVELOPMENT IS NOT NEEDED TO KINDLE INTEREST IN THE PRODUCT AMONG CONSUMERS HERE, WHO WOULD GLADLY BUY MORE ORANGES. RATHER THAN ATTEMPTING TO AIM A PROMOTION AT THE POPULATION, EFFORTS HERE SHOULD BE DIRECTED TOWARD THE FOREIGN TRADE APPARATUS WHICH MAY BE RECEPTIVE TO ARGUMENTS ON PRICE, QUALITY, AND CONDITIONS OF DELIVER. THERE MAY OR MAY NOT BE A ROLE IN SUCH A PROMOTION FOR SHOPPING BAGS, ETC.,

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BUT WE URGE U.S. FRESH CITRUS PRODUCERS TO STAY IN TOUCH WITH

THIS MARKET, AND WOULD BE GLAD TO ASSIST SUNKIST IN THIS REGARD.
COOPER

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NNN

Message Attributes

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Concepts: COMMODITIES, IMPORTS, CITRUS FRUITS
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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Margaret P. Grafeld
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